CERTIFICATE

This is certified that Shivam Bhardwaj is a Ph.D. (Management) scholar of Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore (M.P.). He has prepared his Research Synopsis on the Topic "Impact of sensory branding on the companies' brand Image on the hospitality sector of MadhyaPradesh". The Synopsis was under my supervision for the partial fulfillment of the degree Of PhD.

Dr. Anupam Singh
(Research Guide)

DECLARATION

I Shivam Bhardwaj Ph.D. scholar of Shri Vaishnav School of Management, Shri Vaishnav Vidhyapeeth Vishwavidyalaya,Indore (M.P.) do hereby declare that Research Synopsis entitled "Impact of sensory branding on the companies brand Image on the hospitality sector of Madhya Pradesh". Has been prepared by me and work is authentic.

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Area of Research: Marketing (Sensory Branding)

Title: Impact of sensory branding on companies' brand Image on the hospitality sector of Madhya Pradesh.

Abstract

This research work tries to study how sensory branding is helpful in influencing the hotel and hospitality business in some major tourist destinations of Madhya Pradesh.Tourism is a major economic activity of india generating huge profits for the country.Recent trends show that tourism industry is booming very fast resulting in growing competition in hospitalty industry. Hence this study is an effort to know how Sensory branding can influence the industry positively.For this 4 major tourist destinations are taken for the study, i.e. Khajuraho, Indore, Bhopal and Pachmarhi.

This is an exploratory study based on primary data collected from tourists visiting the above mentioned cities through a structured questionaaire.Variables which will be taken in consideration are: behavioural intentions,brand loyalty,Brand strength and brand image.

1. INTRODUCTION

This research work tries to study how sensory branding is helpful in influencing the hotel and hospitality business in some major tourist destinations of Madhya Pradesh. Tourism is a major economic activity of India generating huge profits for the country. Recent trends show that the tourism industry is booming very fast, resulting in the growing competition in the hospitality industry.

Needs of people are satisfied with the help of (goods) products. With The advancement of technology, people have become dependent on the organizations for the satisfaction of their needs and wants. The business organizations exchange their products with their potential customers and get the profits in return.

Anand Kumar (2008) says that Due to the current trends market has become too competitive for organizations and crowded for customers. It is confusing for the customers to choose the better one amongst too many choices.Companies need to provide better quality and services to win over the competition. Whatever the advantage may be, new and innovative businesses and marketers are coming up with different ideas to attract the customers and make them loyal to their businesses in the long run. It is all about thinking differently and thinking simple but out of the box.

People travel from one place to another because of many reasons such as leisure, pilgrimages, education purposes health-related needs, business or professional needs and many others. In the due course of time, these people many times go for sightseeing and they even would need to stay there for more than one day. There the tourism sector comes into the light.

1.1 Tourism and Hospitality Industry

Tourism and Hospitality Industry in India has emerged as a big contributor to economic growth than the other service industries of the world. Indian tourism has a huge potential and it can be a potential game changer. The industry is growing very fast due to many government initiatives like Incredible India, Atithi Devo Bhav, Clean India Campaign etc.

1.1.1 What is Tourism?

Tourism Society in Britain defines tourism as “the activities of the person acknowledged as visitors” and a visitor is someone visiting a destination outside his/ her local environment for less than a year for any main purpose like holidays, fun and recreation, business, treatment, education, etc. (Middleton, 2015). The scope for these areas is wider and deeper than what general expectation of tourists, which is usually highlighted with only leisure tourists.
UNWTO (2014) defines of Tourism as “a social and economic activity which involves the movement of people from one country or place to others, beyond their local environment for personal or professional reasons”. These ‘people’ are also called as visitors or tourists and they may be residents or non-residents. The activities of these people are very important to tourism; some of the activities involve tourism expenditure.

1.1.2 Types of Tourism

There are various kinds of tourism based on purpose. Some of the common types of tourism are listed below.

1. Leisure Tourism.
2. Pilgrimage tourism.
3. Education Tourism.
4. Medical Tourism.
5. Business Tourism.

Space tourism, pink tourism, eco-tourism, cultural tourism is also a few growing and important types of tourism.

1.2 Tourism in Global Scenario

International tourist visit has grown by a significant 7% in 2017 and reached a total of 1,322 million, as per the UNWTO World Tourism report. This trend is assumed to continue in 2018 as well at a rate of 4%-5%.

1.2.1 Tourism in Indian Scenario

In the Indian Nation, the Tourism Industry has more significance in its own way, by being the 2nd largest income generator after the Petroleum Industry being No.1 in the Services Industry. India is one among the top Tenth destinations on the planet.
During 2018, FEEs from tourism increased by 4.70 percent year-on-year to US$ 28.59 billion. FEEs during January 2019 were US$ 2.55 billion.

1.2.2 Tourism Scenario in Madhya Pradesh

Madhya Pradesh is a well-known tourist destination in the world map and popular for leisure, medical, spiritual, cultural purposes. The increasing number of expatriates in Cities like Indore and Bhopal are the potential target for weekend tourism in places like Mandu, Sanchi, and Maheshwar, etc. Tourist places and nearby cities in MP has quite enough number of hotels, lodges, and guest houses - offering lodging facilities to tourists.

Tourist Places in Madhya Pradesh like Khajuraho and Pachmadhi are one of the most chosen tourism destinations at the global level, and thriving with the number of international tourists every year. Being easy to reach and well connected through road, rail and air transport.

People, including both domestic and foreign countries travel to MP widely. So, the hospitality industry has a lot of opportunities to get developed and also to offer great services to the tourists to make their trip even more special.

As per the data obtained from MPSTDC, Madhya Pradesh tourism department has claimed that 15.05 crore tourists including 3.63 lac foreigners visited the state in 2018.

1.3 Hospitality Industry

People visit many places because of various reasons like leisure, medical, cultural, religious, academic, business, sports, film tourism, etc. People move to many parts of the world to see monuments, culture, taste new cuisine, etc. Such people seek hospitality services and the hotel is a suitable place to get refreshed by using its services. To tap this need in the hospitality industry, organizations are places in order to provide hospitality services to the people in need.

2. Review of Literature

2.1 What is experiential branding

Lab Brand Innovations, (n.d.) define Experiential branding as “a process through which brands create and allow sensory interactions among consumers in every aspect of the brand to emotionally motivate their preferences and to improve their perceptions of the brand”.

2.1.1 Why Experiential Branding

Gunelius (2013) says that there are three main basic ways to motivate people to do things: coercing them, motivating them or inspiring them. The most interesting way through which people are ruled is by emotions. Some type of emotions is the catalyst to a purchase decision. That’s the reason an organization which focuses on building a brand based emotions is more likely to become successful.

The tourism and hospitality industry need to try more wisely in order to achieve a unique identity. Both conventional and experiential marketing services can no more make a tourist (or visitor) gets attached to them because the expectations of customers are growing. At the same time, so-called big (luxury) hotels have also raised their standards to dominate the customer expectations by which, they become the first choice to the potential customer group.
Almeida A. and C.E.X. Faye has studied strategies of branding they recognize that experiential marketing is based on the fact that it is a neurological process which makes use of sensory receptors.

2.2 Customer Loyalty

Mohammad A & Raashid B (2018) observed that a successful hotel business depends on understanding the key determinants of customer satisfaction. As the competition continues among hotels for a larger market share, they require effective marketing strategies to attract clients and meeting their initial expectations and extending this establishing customer loyalty and intention to revisit.

Seiler (2005) has pointed out two kinds of loyalty i.e. i) behavioral loyalty and ii) attitudinal loyalty. Behavioral loyalty is defined as “the frequency of any product or service purchased by the consumer”. Attitudinal loyalty is “the extent to which any consumer builds an emotional link with the organization and recommends to family members and friends”.

Maximizing customer loyalty is the need of the hour. It is very difficult to achieve with mere traditional marketing and branding practices. And if one firm fails to acquire customer loyalty, their competitors do it faster.

2.3 Sensory Branding

Martin Lindstrom (2005) has advised the organizations to return to the basics of marketing and identify the actual desire of humans on an ordinary day to day basis. Two terms at once come in the mind - "emotional bonding" and "appeal to the customers on an everyday basis".
Lindstrom & Kotler (2005) have argued that a customer is mostly attracted towards a brand, or any other thing, depending on the sensory experience it provides. Lindstrom & Kotler stress out that the whole understanding of the world is experienced and learned with the help of the senses.

2.3.1 Meaning of senses

As Dictionary.com's definition says Sense is: Any of the organs, such as sight, hearing, smell, taste, or touch, through which living organisms receive stimuli originating from outside or inside the body.

2.3.2 What is Sensory Branding?

Jaykrishnan S. (2013) has studied how major companies target the five senses to create a strong brand identity. According to him, sensory branding has huge scope and it is an art as well as science for creating a Brand image. Sensory branding carries huge potential in the future.

Aiquing Tang (2014) has studied the effect of sensory branding on apparel stores. He observed that sensory branding tries to establish sensory experience through senses like sight, hearing, touch, and smell. It distinguishes the company from others.

C. Sunil (2012) defines sensory branding as Promoting a product in a way that appeals to the senses of the customer. A product which is suitable to the senses gets attached to the customer's emotions.

Annica Isacsson (2009) Argues that Multisensory branding involves various bodily senses in a product which promote the activities. Kahn Consulting emphasizes it as the purposeful design and deployment of the interaction between the senses in order to stimulate a consumer's relationship with a brand.

2.3.3 Significance of Sensory Branding

BJ Pine (1998) observed that Branding through senses (Sensory Branding) is relevant for most of the products and services in the market. As products and services have been commoditized, the experiences that companies create among the customers will matter most. Sensory branding has a critical role to play in creating these experiences.

Lindstrom (2005) says that Human Senses are programmed (by themselves) to be more of danger detection than towards 'sensory delight'. The human sensory delight will make him/ her experience it, enjoy and get attracted towards it.

While showing the importance of senses, Lindstrom (2005) pointed out the most basic points which most of the humans do not recognize while doing every day: We sniff the milk

before drinking it, we smell the slightest indication of smoke and act accordingly. Our sense of smell keeps us protected by helping choose fresh and avoid rotten food). Lindstrom in his book Brand Sense says that most of our understanding of this world is experienced through senses; these senses are our link to memory.

2.4 Services and Senses

Hulten & Broweus (2009) put it as traditional mass distribution and customer relationship are unable to provide the satisfactory answers to how a marketer should attract its customers in a more personal way in the current scenario. They don't give importance to the senses & the sensory experience of five senses viz. Sight, Smell, Taste, Touch, and Sound through which we engage, communicate and understand the world.

Pines(1995) In her study of the role of sensory organs, particularly smell writes that Anything we see, hear, feel, smell or taste involves billions of nerve's to flash messages immediately along linked pathways and in the brain, performing complex calculations that scientists have only begun to study.

According to Lindstrom (2009) visuals work more effectively if they can be joined with other senses like touch or scent. Author assumes that the combination of smell and sounds has a lot of potentials and this combination can affect consumer behavior better than what sight alone can do. Many studies reveal that pleasant smell and music generate pleasant moods. The senses have different responses depending upon the age, gender, cultural background of the customer etc.

Agapito (2012) studied the role of senses in tourist experiences. The study finds that Sensory appeal in the offerings has not yet been considered as essential by even the world's top companies, nor have they analyzed the major potential that sensory branding can make the businesses to tap. The involvement of the senses has an essential role in the individual consumption pattern. The advantage of sensory branding is to achieve brand awareness through multi-sensory experience, consistency, and effectiveness that can link consumers' memories. The aim of sensory branding is to generate not only new customers but retaining customers. Agapito finds that all five senses seem important to tourists in order to have an intense experience.

Pham (2004) defines that those feelings are the unavoidable medium of communication for humans' decision making.Kang (2011) points out that as soon as the consumer takes a decision on the basis of what they see, listen, smell, and touch in their environment they start transmitting their emotions as valuable signals.

According to Hudson (2008), the tourism and hospitality sector combines both tangible and intangible products and services. A hotel has both tangible goods (rooms, food, beds, telephone, and communication systems) and services (front desk, room service, housekeeping, finance, and accounting). A tourist attraction involves different facilities (e.g., hotels, restaurants, shops, visitor centers) which can be found within a physical attraction (for example mountains, forests, or rivers) offering a range of services (guided tours, interpretation, education, etc.) .This whole package of tangible and intangible products is taken by the tourist as an experience.

2.4.1 Moods and Emotions

According to Gardner (1985), mood is a temporary state of feeling, generally not too intense, and is not linked to any specific behaviour. The mood can be positive or negative i.e. cheeriness, peacefulness or guilt, and depression.
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According to Alpert and Alpert (1989), feelings are general, pervasive, and generated frequently and don't interrupt the on-going behavior. Feelings or moods are separate from emotions, which are generally more intense and are said to involve a cognitive component. Studies show that mood has an impact on perception, attitudes, and behaviour.

Agapito (2012) found that the role of the senses in the perception of the world has influenced attention from different areas, showing its multidisciplinary nature and importance. The beginning of the new era - the combination of marketing research, neuroscience and psychological reactions, has led to interesting results with neurological descriptions and has articulated the prominence of the relationship between these three areas in the rise of sensory branding.

Literature in the different field shows that it is through 'senses' humans auspicate the information from the surrounding world and make them experience with everyday experiences, with which they understand the world and react to it accordingly.

Annica Isacsson (2009) argues that to create awareness among future travelers and motivating them, tourism communication needs to appeal to all user senses also in spite of restricting only to the visuals which create feelings of authenticity and experience among customers and users.

2.4.2 Significance of Each Sense

Goel (2014) says that sensory branding is a relatively new trend in the tourism sector but its true potential is not yet harnessed by marketers. That suggests sensory branding should be used by the different sectors of the tourism industry to improve consumer experience which may lead to stronger brand identity and brand image in the long run. The marketer must know the importance of all the senses in detail, to reap the fruits in the form of results. For this, each sense has been shown in the following order.

Sense of Sight
Sense of Smell
Sense of Hearing
Sense of Taste
Sense of Touch

Sense	Significance	Significance in Hospitality Industry **
Sight	Most seductive sense Often overrules the other senses Colour plays an important role	Appealing environment Catches customer attention Cleanliness influences consumers' willingness to buy
Sound	Connected to mood Only 4% of Fortune 500 brands use sound online Role of music is important	Arouses feelings & desires for consumption So soothing and relaxing one Affects Spending time
Smell	Evokes memory, alters mood and influences choice 10,000 times more sensitive than taste 75 percent of human emotions are generated by scent	Relieves from stress Evaluate the quality of the hotel Attached to past memories
Taste	Sweet, salty, sour or bitter Hard to introduce but highly effective Develops linkage in the memory	Remembrance in future Unplanned Purchases Revisiting Thoughts
Touch	Skin is the largest part of the body Provides a sense of wellbeing or pain Gives Texture of products and experiences	Comfortability Get attached to the hotel Involvement in the environment

Table1: Significance of each sense in Hospitality Industry

*** * Modified Based on: Victor Anandkumar (2008).**

3. The rationale for the Study

All business organizations are facing an increasingly competitive environment in the market place. So, it is becoming more difficult to differentiate their services on the basis of product, price, place, promotion, people, process and physical evidence.

Differentiation has become quite a necessity in the world and people have different ways of differentiating themselves especially the businesses. This differentiation can be the key identifier for the organization. So, in this heavily competitive market, there is a need for finding some special ways of engaging the customers.

It is possible by creating the business place in such a way that they will be involved and can taste a good experience in a unique way which results in the customers being loyal. The ambiance can play a major role in creating and developing a brand image.

4. Research Gap

The concept of sensory branding is new in marketing but some studies have been conducted on this topic focused on its importance, environmental stimuli, and consumers' emotion.

Most researches were limited to study customers' response to the sensory practices in the hotels or the sensory strengths and potentials (the emotional impact it can create on the customer).

No study was found on the impact of consumer behavioral intentions in creating loyalty towards the hotel in terms of revisit and recommending to others and strengthening the brand image of the hotel.

No study on the impact of sensory branding on the hospitality industry of Madhya Pradesh has been done. So this study will fill the gap and will be an addition to the existing knowledge of sensory branding.

5. Objectives

1. To identify and describe sensory strengths and potentials of the hospitality industry helpful in building brand image.
2. To examine the impact of sensory branding on hotels brand image.
3. To identify most effective sensory components in building the brand image of hotels.

Scope of the Study

The purpose of this study is to know how sensory branding can be utilized effectively as the tool of promotion for the development of the tourism and hospitality industries. It will also examine how hotels are successful in building an image with the help of sensory branding specifically for tourists in central India.

a) It will help to know how far the sensory branding strategies are able to impact the behaviour of the customers in response to the hotel atmosphere.
b) A statistical study using the survey method to find out whether changing consumer behavior have any impact on the hotel's brand image in terms of brand strength and brand loyalty.

6. Research Method

6.1 Nature of the Data

The primary data will be collected from the tourists who visit the four major destinations in Madhya Pradesh (Khajuraho, Pachmari, Indore, and Bhopal). A structured questionnaire will be used as an instrument to collect the data.
The Secondary data will be collected through Research papers, Books, Journals and website.

6.2 Sampling Technique

The tourists who visit MP would stay only for a very limited period, and their willingness to participate in the survey is also considered. So, Convenient Sampling has been adopted for the study.

6.3 Data Analysis Tools

SPSS software will be used for analyzing the collected data for the relevant, accurate and reliable results.

6.4 Statistical Tools Used

ANOVA, t-Test, Mean Scores Analysis, Test of Correlation, Multiple Regression and Structural Equation Modelling or any of them will be performed to analyze.

6.5 The scale used in the Study

5 point Likert-Scale will be used for this study.

Chapter Outline

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- 1.0 Theoretical Background
  - 1.1 Rationale
  - 1.2 Statement of Problem
  - 1.3 Definition
  - 1.4 Objectives
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CHAPTER II: LITERATURE REVIEW

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- 3.0 Sample
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CHAPTER VI: REFERENCES

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